

We claim:

- 5 1. A pressure sensitive adhesive for single-sided or double-sided adhesive sheet strips which is redetachable from a substrate without residue or destruction by stretching in the plane of the bond, comprising a mixture of at least one block copolymer, at least one tackifier, and at least one water-soluble polymer.
- 10 2. The adhesive as claimed in claim 1, wherein said water-soluble polymer is present in an amount of from 0.5 to 20% by weight, based on the weight of adhesive.
- 3 3. The adhesive as claimed in claim 2, wherein said amount of water-soluble polymer is from 2 to 8% by weight, based on the weight of adhesive.
- 15 4. The adhesive as claimed in claim 1, wherein said water-soluble polymer is selected from the group consisting of sodium salts of polyacrylic acids, starch-modified polyacrylic acids, polyacrylamides, polysulfonic acids, polyvinylpyrrolidone, polyvinyl alcohol and carboxymethylcellulose.
- 20 5. The adhesive as claimed in claim 1, 2, 3 or 4, wherein said mixture further comprises at least one additive selected from the group consisting of antioxidants, light stabilizers and plasticizers.
- 25 6. The adhesive as claimed in claim 1, 2, 3 or 4, wherein said mixture further comprises at least one filler selected from the group consisting of silica, glass (ground or in the form of beads), alumina, zinc oxide, calcium carbonate, titanium dioxide and carbon black.
- 30 7. A single-sided or double-sided adhesive sheet strip comprising the pressure sensitive adhesive of claim 1, 2, 3 or 4.